

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Pfleger et al.	Art Unit:	2165
Serial No.:	10/802,958	Examiner:	Christyann R. Pulliam
Filed:	March 17, 2004	Conf. No.:	4198
Title:	METHODS AND SYSTEMS FOR IMPROVING A SEARCH RANKING USING POPULATION INFORMATION		

Mail Stop AF

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

REPLY TO ACTION OF JULY 3, 2007

Please reconsider this application in light of the following:

Amendments to the claims set forth in the **Listing of Claims** beginning on page 2; and

Remarks beginning on page 7.